

# Job Description: Fundraising / Direct Marketing Account Executive

February 2021

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## Introduction

Ask Direct is Ireland's leading individual giving fundraising and direct marketing agency. For over 15 years, we have been helping some of Ireland's best and most dynamic non-profits to recruit tens of thousands of new supporters and raise millions of euro.

Our vision is to inspire as many people as possible to take action for the causes they care about, because we'll only get a better world if people give their time, money and voice to build it.

We work with organisations on insight, ideas and execution that result in more people, taking more actions to create more impact.

We aim to build successful and profitable relationships with clients by hiring only the best people to deliver the best expertise.

Among our current and recent clients include, Alone, Arthritis Ireland, Barnardos, Breakthrough Cancer Research, CBM Ireland, Cork Simon Community, Dogs Trust, Don Bosco Care, Irish Guide Dogs for the Blind, Labour Party, LauraLynn, Ireland's Children's Hospice, The Mater Foundation, National Women's Council of Ireland, Oxfam, South East Simon, and Trócaire.

We are now seeking to recruit a brilliant Account Executive to join our team.

This is a fantastic opportunity to join a vibrant agency, work with some of the best charities in Ireland... and help to change the world just a little bit.

## Job Description

<b>Role:</b>	Account Executive
<b>Reports to:</b>	Account Manager
<b>Salary Band:</b>	€26,000 - €32,000 DOE of specific role
<b>Closing date:</b>	Thursday 25 February 2021 at 5pm

### **Purpose:**

The Account Executive supports the work of the Account Managers, acts as a key contact point for clients and co-ordinates the print, data and production of client campaigns.

Please note this is an agency entry level role.

### **Responsibilities:**

#### 1. Client Management

- Work with the Account Managers and team to deliver projects for clients.
- Liaise with creative, insight and account teams to ensure the effective execution of client campaigns.
- Provide input into the development of campaigns.
- Source photos, carry out background research, attend photo shoots and provide other necessary support to client campaigns.
- Prepare and manage campaign schedules.
- Prepare regular status reports for all key clients.
- Act as a day-to-day contact for clients particularly during the production phase of campaigns.
- Attend and input into client meetings and presentations as required.

#### 2. Production & Quality Control

- Work with the Account Managers to ensure campaign production is managed to the highest possible standards and in line with Ask Direct's production and quality control processes.
- Negotiate, secure and review quotes from suppliers and monitor print and production costs to ensure jobs come in on budget.
- Manage third party suppliers such as printers and mailing houses.
- Analyse and ensure client data meets campaign specifications, is accurate and on brief, and prepare data briefs for suppliers.
- Provide quality control for print and production work including checking and approving artwork, print proofs and data proofs.

### 3. Learning & Development

- Take personal responsibility for own professional development.

### 4. Supporting Ask Direct's Values

- Approach all aspects of your work with passion and commitment.
- Consistently take a results-driven approach, both to clients' objectives, and our own.
- Carry out your work at all times with integrity and honesty.
- Continually strive to improve your knowledge and skills.
- Adopt an entrepreneurial mind-set, always seeking new opportunities for Ask Direct and for our clients.

### 5. General

- Support the work of the Account Managers and Ask Direct team where appropriate.
- Carry out whatever other agreed tasks may be deemed necessary.
- Contribute to the creation of a positive working environment and a stimulating and harmonious workplace.

## Person Specifications

We're only interested in hiring people who want to be the best.

We help some of the most important organisations in the country to raise the money they need to continue their astonishing work. We work hard, and we set high standards for ourselves. But we reward people who put the effort in and achieve successful outcomes.

The following attributes are essential:

You have excellent interpersonal skills and are comfortable working both on your own and as part of a small team. You're a problem-solver. You have good attention to detail and strong time management and organisational skills. You're comfortable working under pressure and to deadline. And you're able to deal with the unexpected whenever it inevitably arises.

You have a passion for the not-for-profit sector and there's some part of the world that you want to change for the better.

You should have a respect for other people and a commitment to help create a stimulating and harmonious workplace.

You must be fluent in English.

Ask Direct is a small, dynamic company. The good news is that this means there'll be plenty of opportunities to learn and develop new skills. On the other hand, you'll need to be flexible and you'll be expected to get stuck in and do whatever tasks are required to ensure that projects are completed on time and to the highest levels of quality. No matter what your role is within the organisation you'll need to answer phones, deal with mundane office tasks and, crucially, be a team player.

You should have at least one year's experience in a fundraising or marketing role. You have excellent attention to detail and are computer-literate with excellent writing and numeracy skills. You have a clear understanding of direct marketing and are comfortable dealing with data and databases.

While this is an agency entry level role, experience working in an agency role or in a direct marketing environment would be a distinct advantage.

## Conditions of Employment

An attractive salary commensurate with experience and in the range €26,000 to €32,000 will be offered to the successful candidate, depending on experience specific to this role.

Ask Direct operates a performance-related bonus scheme. If you contribute to our success as a company you'll share in the rewards.

All new employees are automatically enrolled in Ask Direct's pension scheme unless they choose to opt-out. Ask Direct matches employee pension contributions up to a maximum of 5% of salary.

Contract: One year fixed-term. A probation period of six months will apply. The role will have potential to lead to a full-time permanent contract.

Hours of work: 35 hours per week. As work is deadline-driven you will need to be flexible and can expect that there may be some evening and weekend work.

In light on the ongoing Covid-19 pandemic, the successful candidate will need to be able to work from home (essential IT equipment will be provided). Once it is safe to return to the office, the role will be based at Ask Direct's office on Parliament Street in Dublin. Consideration will be given to longer-term remote working arrangements.

We strive to be a family-friendly workplace. We are happy to consider flexible working arrangements.

Annual Leave: 25 days.

Ask Direct has been accredited by Investors in People for high performance in people management.

## Application Process

Please read the application instructions carefully.

To apply, please send a CV to Inga Byrne, [inga@askdirect.ie](mailto:inga@askdirect.ie) together with a letter of application outlining:

- Why you'd like to work for Ask Direct, and
- How you'd contribute to the company.

The title of the role you're applying for should appear in the subject line of the email.

Closing date for applications is 5pm on Thursday 25 February 2021.

Late applications will not be considered.

Interviews will take place on Thursday 04 March 2021.